

CANADIAN MOVING PICTURE

DIGEST

JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1955

FIRST WITH THE FILM NEWS IN CANADA

RAY LEWIS
FOUNDER
1915-1954

VOL. 47, NO. 19

Published by CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

MAY 7, 1955

Show Business Gets New Heart Beat

By JAY L. SMITH

On The
beam



In talking with a great number of exhibitors during the past year, from the Maritimes to British Columbia, both circuit and independents, I have found that there is a good deal of genuine concern felt by many of these exhibitors as to whether they can actually survive the current period of "adjustment" the Motion Picture Industry is facing in Canada.

Many of these exhibitors are very bitter, both at the distributors and at the various governments for their failure to recognize the problems facing the small-town and subsequent-run exhibitors today. Two factors seem to be combining to drive the smaller exhibitors out of business. First, of course, is the opposition of TV; and the second, according to the exhibitors, is the milking of the top product by the key runs.

While business in the U.S. is definitely on the upgrade, with a number of theatres that closed a few years ago now reopening, there are still many small exhibitors in the U.S. also, who are having their problems. An editorial in an American trade paper, the *FILM BULLETIN*, published in Philadelphia, recently, covers the situation so much better than I could attempt that I am taking the liberty of republishing excerpts from the *Bulletin's* article.

Headed "Is the Sub-Run Worth Saving?" the article states: "A rather firm conviction has grown in some film offices—and even among affluent exhibitors—that the little neighborhood and small town theatre no longer serve any good purpose for the industry at large, that they are doomed by economic factors beyond their

(Continued on Page 4)

Famous Players Stockholders Get Outline Of Van. Promotion

At the annual meeting of the shareholders of Famous Players Canadian Corporation Limited held in the company's head office on April 26th Paul Raibourn of New York, vice-president of Paramount Pictures Corporation, was elected to the board of directors to succeed the late Austin Keough.

Two Confection Firms Merge In Ontario

George Thompson, President of Thompson Confections Ltd., of St. Mary's Ontario, and Bert Wilkes, President of York Confections, have jointly announced the amalgamation of both companies. The (See *CONFECTIONS* Page 4)

Mr. Fitzgibbons in his address to the stockholders said that the company was disposing of excess properties and any theatres that have become obsolete. Some of the company's properties have lost value because of shifts in popula- (See *FAMOUS PLAYERS* Page 3)

Canadian Production On Up-swing Companies Sold On Use Of Film

About half the major advertisers are now sponsoring and using business films as part of their advertising, sales promotion or public relations program. This fact was uncovered by an Association of Canadian Advertisers' survey on the use of business films.

The ACA polled 160 of the country's top advertisers last fall on their use—and opinions—of business films. About 80 companies replied stating that films are used both internally and externally.

As a result of this survey, the Association of Canadian Advertisers will embark on a series of "information projects" on film-making.

(See *UP-SWING* Page 3)

Stoney Creek Ozoner Installs CinemaScope

The Stoney Creek Drive-In near Grimsby, the first of its type in Canada when it opened 10 years ago, has blossomed forth with equipment for CinemaScope, it has been announced by Supervisor Lloyd Taylor, the first of such installations among the Ontario ozoners operated by Famous Players.

The cost of equipment runs (See *STONE CREEK* Page 4)

United Amusements Statement Issued

United Amusement Corp. Limited, Montreal affiliate of Famous Players Canadian Corp., has reported a net profit at \$312,357 for the year ending Dec. 31, 1954, compared with \$433,023 for the previous year.

(See *UNITED* Page 4)

Assoc. Screen Appoints Top U.S. Film Man As Production Chief

With the ever expanding increase and need for more top-notch Canadian TV production, Murray Briskin, Assistant to the President, Associated Screen News, announces the appointment of Jonathan Dunham, formerly of the Walt Disney Studios, Hollywood, as General Manager of Production.

Dunham brings to the Canadian film production field a highly experienced executive and production background. With the exception of an interim of 4 years as Head Ani- (See *ASSOC. SCREEN* Page 4)

CAPAC Fees Set By Copyright Board

The Copyright Appeal Board, under the chairmanship of Justice J. T. Thorson of the Exchequer Court of Canada, has approved the fees, charges or royalties which may be collected by Composers, Authors and Publishers Association of Canada, Ltd., during 1955 for the issue or grant of licenses.

For a theatre license covering operations at any time during the year, the annual fee is charged on seating capacity as follows: 499

(See *CAPAC* Page 3)

Montreal Film Board

The Montreal Film Board elected the following officers: President, Gerry Chernoff, 20th-Fox manager; vice-president, Robert Johnson, manager at JARO; honorary secretary, Harry Cohen, manager at (See *MONTREAL* Page 4)

JARO's
TENTH
ANNIVERSARY

—SEE PAGES 5-18—

GET YOUR TICKETS NOW FOR THE GEORGE FORMBY SHOW, MAY 11,
MAPLE LEAF GARDENS, IN AID OF VARIETY VILLAGE.

THIS IS DRAMA!

If *you* were a producer and wanted to make a story of real people, of a dime-a-dance girl who rose to the Ziegfeld Follies and Hollywood stardom, of a strange love story in lurid, mob-ruled Chicago days—you'd pick the life-inspired story of song-star Ruth Etting. M-G-M picked it and it's a winner!

"Love letters to M-G-M's 'Love Me Or Leave Me' a Doris Day-Dream"—WALTER WINCHELL

DORIS DAY as RUTH ETTING ☆ **JAMES CAGNEY** as "THE GIMP"

**"LOVE
ME
OR
LEAVE
ME"**

She was a
dime-a-dance
girl when
"The Gimp"
a Chicago Big
Shot, first saw
her and
claimed her.

In **CINEMASCOPE** and **COLOR** From **M-G-M**

Co-starring **CAMERON MITCHELL** With **ROBERT KEITH • TOM TULLY**
Screen Play by **DANIEL FUCHS** and **ISOBEL LENNART** • Story by **DANIEL FUCHS** • Photographed in **EASTMAN COLOR**
Directed by **CHARLES VIDOR** • Produced by **JOE PASTERNAK**

(Available in Magnetic Stereophonic, Perspecta Stereophonic or 1-Channel Sound)

FAMOUS PLAYERS

(Continued from Page 1)

tion. "But we are acquiring new properties wherever we think there will be a future development," he said. Mr. Fitzgibbons cited the fact that with an associated company, Famous Players had built in two outpost towns and would continue to push forward with Canadian development.

Mr. Fitzgibbons made reference to a promotion which will likely start in Vancouver through which Famous Players theatres will give patrons a ticket good for one return fare on a bus or street car upon the presentation at the box-office of a dated transfer when a ticket of admission was purchased.

The tie-up is being arranged between Famous Players and the B.C. Electric. The power company would also give out information through its phone answering service.

"I deeply regret that I must refer to the death of Austin Keough of our board of directors," said Mr. Fitzgibbons. "He had been a personal friend of mine for over 30 years. In his death Paramount and this company has lost a man who can never be replaced. While we've lost a tower of strength in Mr. Keough we were fortunate in getting Mr. Raibourn as his successor particularly at this time when there are so many new developments in the field of electronics in which Mr. Raibourn is an outstanding authority."

Paul Raibourn told the meeting that attempts for color television had failed because the cost was too high. Within 60 to 90 days a demonstration of the Lawrence tube — a single gun color tube — would be set up in New York. This tube, it was felt, would bring color television into the popular price range. (Famous Players has the Canadian rights for the Lawrence tube).

At the conclusion of the meeting Mr. Peter Scott, one of the senior partners of Wood Gundy Company said, on behalf of the shareholders: "We've been well served and we are very proud of our president and vice-president. On behalf of the more than 8,000 shareholders in this company I express our thanks to these officers who this year became members of the company's 25 Year Club for the splendid manner in which they have handled the affairs of Famous Players."

Twenty-two shareholders were present at the meeting.

DIGEST

Across the Country

Toronto and District

The Port Elmsley Drive-In, near Smiths Falls, made its start late in April for the 1955 season under the continued direction of L. J. Williams. For the first three nights, a draw was conducted each evening for three "door prizes" and there were free Day-Glo bumper strips for all cars. The first program was topped by "Carnival Story." Incidentally, the adult admission price is 60c.

Prominent among the exhibitors at the first Toronto Audio Show, held April 27-30 at the King George Hotel, was Dominion Sound Equipments Limited which sent out invitations to many exhibitors and theatre managers in Ontario centres. High-Fidelity equipment and recordings were featured at the show along with other electronic devices.

The principal business at the monthly meeting April 26 of the Toronto Variety Tent consisted of reports and announcements on the George Formby Show scheduled for May 11 at Maple Leaf Gardens as well as the Formby performances in other cities in aid of Variety Village. It was stated that "tickets are selling fast and it looks like a sell-out at Maple Leaf Gardens."

The 14 drive-in units of 20th Century Theatres are in operation throughout Ontario for the season. Four are in the immediate Toronto District and the balance extend from Sudbury to St. Thomas and over to Cornwall. The operations were increased by one this year with the acquisition of the Scarboro D-I at Scarboro Junction.

Prior to its regular openings at six Toronto theatres, "The Mighty Fortress," featuring Evangelist Billy Graham, was given a special advance screening at the Famous Players' Village Theatre which was attended by many clergymen from different denominations under the joint sponsorship of the Toronto Evening Telegram and Famous Players Canadian Corp.

Maritimes

Martin's Drive-In Theatre at Edmunston, N.B., is scheduled to open next Sunday evening.

At the weekly meeting of the Kiwanis Club, Saint John, N.B., the speaker was Dr. J. A. Caskey, radio-therapist at the Saint John General Hospital, who addressed the Club on the Cobalt Bomb. Mr. F. Harrison Howe, Manager of Famous Players' Paramount Theatre, Saint John, was chairman of the meeting and introduced and thanked the guest speaker.

Mr. and Mrs. J. M. Franklin are expected to return to Saint John early next week after spending the winter in Florida.

Mr. Haskell Masters, General Manager for Warner Bros., was a visitor to Film Row last week.

Mr. E. G. Forsyth, Assistant General Manager of Odeon Theatres, Toronto, is in the Maritimes making a tour of the Circuit.

"Man Called Peter," Twentieth Century-Fox production, had a very successful Saint John engagement when it played ten days in Odeon's "Strand" Theatre, Saint John, also in Halifax when it played simultaneously nine days in Odeon's two Halifax theatres — the Casino and the Armview.

The Children's Film Library Committee at the Group's monthly meeting in the Saint John Free Public Library recommended that films

(Continued on Page 17)

UP-SWING

(Continued from Page 1)

Companies split about evenly on producing their films in Canada or the U.S.

"This was one result that surprised us," says Jim Bromley at ACA head office, Toronto. "We hadn't realized Canadian film companies did such a share of the commercial business."

Specifically, Canadian advertisers surveyed want information on: —Methods to extend exhibitions and audiences of business films.

—Improvement of film distribution methods, both for TV and theatrical productions.

—An estimate of the value of commercial films for showings at paying movie theatres across the country (this marks the first official advertiser-interest in the reported increased production of commercial films for movie houses).

CAPAC

(Continued from Page 1)

seats and under, 10 cents per seat a year; 500 to 799 seats, 12 cents; 800 to 1,599 seats, 15 cents, and 1,600 seats and over, 20 cents. Theatres operating three days or less per week will pay one-half of the above rates. Minimum fee will be \$10.

The seating capacity of drive-in theatres will be three times the maximum number of automobiles which may be accommodated at any one time.

A license obtained under this item of the tariff will not be deemed to authorize any concert or stage show when the exhibition of one or more films is not an integral part of the program.

FOR SALE

YES! 8,500 LATE MODEL USED or RE-CONDITIONED

THEATRE CHAIRS

ALSO NEW BRITISH-LUXURY CHAIRS AVAILABLE

SPRING EDGE STEEL BOTTOM SEAT CUSHIONS AND FULLY UPHOLSTERED BACKS—SPRING BACK TYPES ALSO. CARPETING, ASPHALT, RUBBER, VINYL TILES AND LINOLEUM

We are Factory Agents Prices most reasonable.

Drop us a line — we will give you photographs and full information.

"LA SALLE"

RECREATIONS LTD.

Theatre Chairs, Carpet, Linoleum and Tile Division
945 GRANVILLE ST. VANCOUVER 2, B.C. MA. 5034

On the Beam

(Continued from Page 1)

control—and that they aren't worth saving anyhow.

"A strong enough case can be established on purely moral grounds to preserve the sub-runs . . . many of the exhibitors operating small theatres are among the earliest pioneers of this industry . . . fair play entitles them to every chance to exist and to prosper. Certainly justice would be outraged if they were deliberately pushed into oblivion by a hard dollar-inspired conception of our industry's future course.

"Fifteen months of swelling earnings statements has apparently fostered the conclusion in some circles that optimum film grosses can be extracted from a limited number of top pictures playing extended engagements solely in first-runs and selected neighborhood houses. The sub-run theatre, we hear, can contribute nothing to the future of the business as it seems to be heading.

"Let it be admitted that more than a few operators of the sub-runs have themselves to blame for the 'who needs them' attitude. By siphoning off all profits during the good years, they allowed their properties to deteriorate to a condition that made them unfit to withstand the onslaught of hard times. But wasn't this true also of many a so-called de-luxe operation? Everyone agrees that there is no room for poorly maintained, poorly operated theatres.

"The let-the-small-houses-fall theory is based primarily on the premise that a vast section of the masses, the lower-income element of the population, has been weaned away by television, and is permanently lost. This may be so . . . only time will tell.

"The questions to which we seek an answer are these: (1) Should the industry, by design, hasten the demise of the sub-runs? (2) Are they worth saving for the welfare of our industry as a whole?

"The most basic objective of any industry is to cultivate and keep alive the consuming habit. . . . By foreclosing on thousands of sub-run theatres over the nation, the advocates of limited exhibition outlets would hinder, not help, the perpetuation of an already reduced movie-going habit.

"The neighborhood and small-town theatres have long been an integral part of American community life. . . . The very proximity of a nearby theatre is an incentive to many people. Elimination

of conveniently located movie houses would deprive a large section of the population of exposure to the lure and the habit of going out to a film show.

"The existence of thousands of sub-runs provides outlets for many films that cannot garner sufficient revenue from the deluxe situations alone to show a profit. Loss of the sub-run bookings would hobble the production incentive among the enterprising film-makers lacking the funds to produce big pictures.

"Lower-budget films have long served as the proving ground for talents in all phases of production—writing, acting, direction, music, photography. It has been the source of a steady stream of tested personnel to producers of class-A films.

"Showmanship is a cumulative thing. The public's response to filmdom's attractions does not derive from one film or one theatre, no matter how impressive they may be. Rather, it grows from, and is kept alert by, continuing impressions—the sum of the efforts put forth day after day by thousands of showmen—in the big cities, in the neighborhoods, in the 'sticks.' Absence of theatres close to the pulse of community life will leave gaps in the chain of movie-consciousness, and movie-consciousness is fundamental to the perpetuation of this industry as America's most popular entertainment."

That concludes the Bulletin's article, and in this writer's opinion it eloquently presents the case for the subsequent-run and small-town theatre.

However, let those exhibitors who are affected take stock also, and not feel that if they get some relief from the distributors in respect to film rentals, or from their governments in respect to amusement tax adjustments, that their problems are solved. This would be fatal, for the main problem facing the exhibitors is not just how to reduce their costs, but primarily how to increase their attendance. All the film reductions, or tax reductions in the world, will not mean more than a drop in the bucket, unless an effort is made to stem the tide of attendance away from the theatres.

Every possible attempt must be made to attract more and more people to the theatres; every gimmick, trick, stunt that can be put into effect must be tried. More

care must be paid to bookings, to proper presentation, and proper programming. More attention must be paid to advertising and exploitation, and much, much more attention must be paid to theatre housekeeping.

Next week we will discuss some methods which are proving effective in attracting new or additional theatre patronage.

CONFECTIONS

(Continued from Page 1)

new company will be operated under the name of Thompson Confections Ltd., effective immediately, with head offices in St. Mary's.

According to the announcement, the firm will maintain warehouses both in St. Mary's and Toronto.

The officers of the merged confections company will be George Thompson, President; William Thompson, Vice-president and General Manager, with Bert Wilkes and Marvin Fremes actively associated in a capacity to be announced at a later date.

York Confections organized in 1948 have been engaged in servicing confections to theatres in Ontario, Quebec and the Maritimes. The present merger is a result of an association between the two firms since the formation of Thompson Confections Limited in 1950.

ASSOC. SCREEN

(Continued from Page 1)

mator at Universal Studios, Dunham served with the Disney Studios from 1933 until 1950.

Some of his well-known productions are Saludos Amigos, Victory Through Air Power and Three Caballeros, all being the first combined live action and cartoon productions. Dunham is thoroughly schooled in all phases of the film industry from story, layout, animation, both cartoon and live camera technique right through to the answer print.

Prior to joining Associated Screen Studios, he had been Executive Producer and Director of Television Sales for a nationally known TV firm.



METRO'S BUFFALO WORKSHOP: Left to right: Cliff Dodd, Rlo, Hamilton; Don Edwards, Tivoli, Hamilton; Paul Turnbull, Downtown, Hamilton; Bert Brown, Famous Players, Toronto; George Murphy; Oak Phillips, Park, Orchard Park, N.Y.; Art Cauley, Paramount, Peterboro; Len Bishop, Shea's, Toronto.

STONEY CREEK

(Continued from Page 1)

close to \$50,000, it was reported, and the new features include a Viewmaster screen 100 by 45 feet, mounted on steelwork, a specially designed 30 h.p. generator and needed additions for projection. Peter Lawrence of Toronto is the Stoney Creek manager.

Also being fitted is the Mohawk D-I on Hamilton Mountain where Al Sandlos of Windsor is manager.

UNITED

(Continued from Page 1)

The net for the last year was equal to 97c on the combined Class "A" and "B" shares, against \$1.34 per share in 1953. Working capital amounted to \$1,131,474 at the end of 1954, compared with \$1,239,826.

MONTREAL

(Continued from Page 1)

RKO, and fire marshal, Robert Murphy, Paramount. The credit committee: chairman, Sam Kunitzsky, manager at UA; secretary, Harry Cohen; Bill Guss, MGM, and I. Levit, Columbia.

ASN's Sparling Returns Home

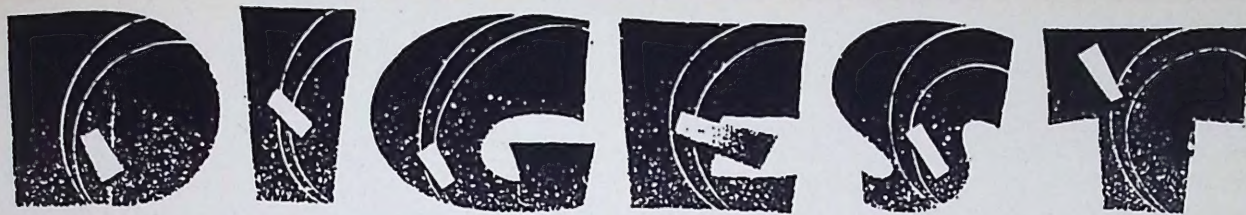
After a trip through 10 South American countries covering more than 30,000 miles over a three-month period, Mr. Gordon Sparling and Cameraman Robert J. Martin, Associated Screen Studios, have returned to Montreal.

Mr. Sparling's trip involved the gathering of film material for a forthcoming nationally known farm equipment film.

'Strategic' Record

"Strategic Air Command" set a house record for the Paramount over last week-end by grossing \$22,000 on Saturday and \$19,500 on Sunday. "A Star Is Born" last fall grossed \$19,500 and \$18,900 for the same two days of its stand.

CANADIAN MOVING PICTURE



JAY L. SMITH
EDITOR AND
PUBLISHER

FORTIETH YEAR OF PUBLICATION 1915-1955

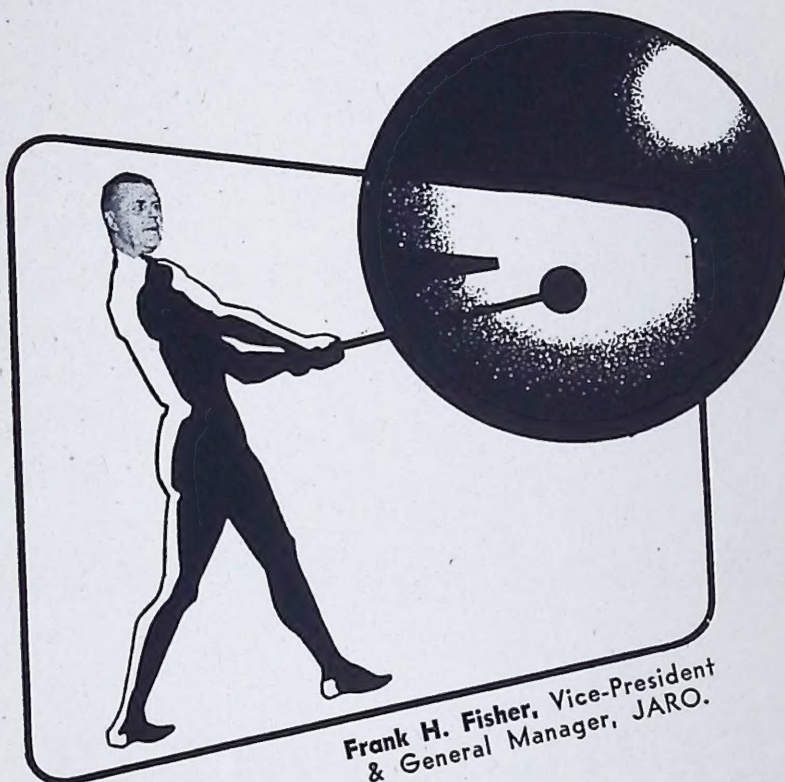
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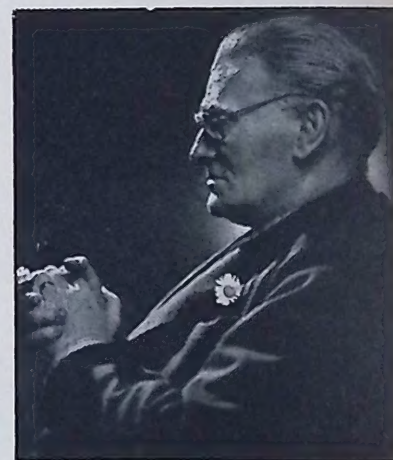
MAY 7, 1955



**Frank H. Fisher, Vice-President
& General Manager, JARO.**

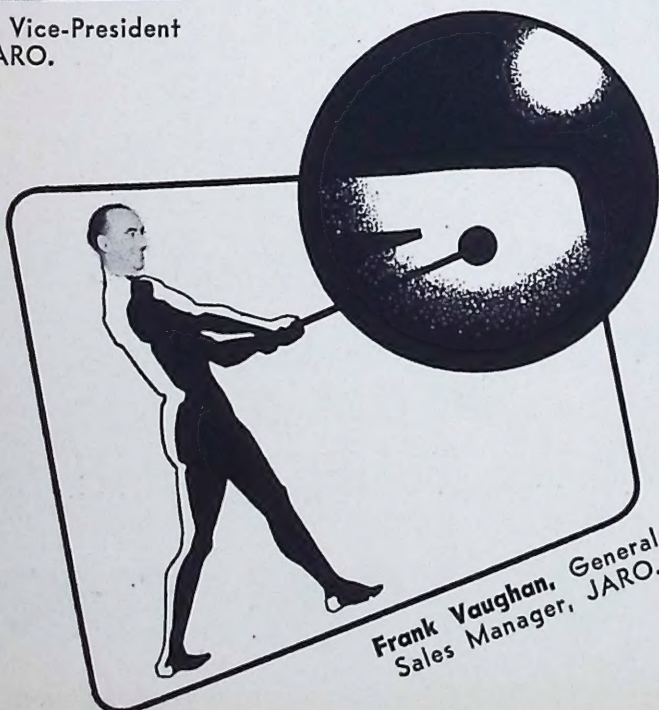


**C. R. B. Salmon, Vice-President
& Sec.-Treas., JARO.**

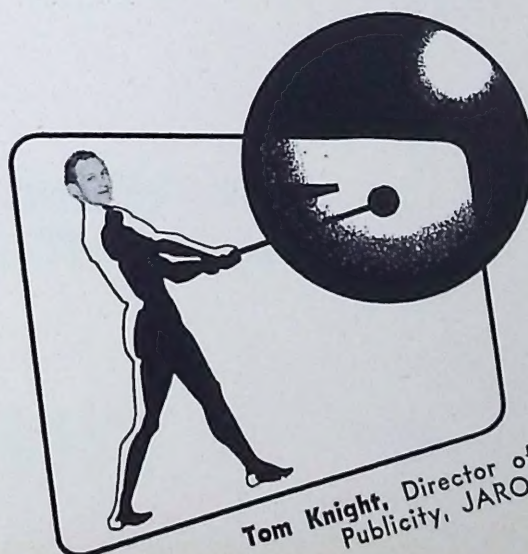


**L. W. Brockington, CMG, QC,
President, JARO.**

JARO'S 10th ANNIVERSARY



**Frank Vaughan, General
Sales Manager, JARO.**



**Tom Knight, Director of
Publicity, JARO.**

"Last Ten Years Thrilling" — Frank Fisher

"On behalf of myself and all members of JARO in Canada, I welcome the opportunity of making a statement on this the 10th Anniversary of our Company in this Dominion.

"In retrospect, many exhibitors, members of the Press, Radio and Magazine industries have given us co-operation in the establishing of British pictures in this country.

"Many Canadian exhibitors have been really co-operative, especially those who have followed our suggestions of exploitation and played our product on a consistent basis. They have been amply rewarded at the box-office and they haven't hesitated to tell us. It was through these pioneers and top showmen, plus the efforts of our own organization that the "sceptics" became "converts" and are now generally using JARO product to the benefit of their pocket-books.

"Although I believe there is reference being made to past successes in this Anniversary issue of the Digest, I can't help but especially draw attention to the many fine box-office successes that we have distributed over the years. Many of these pictures were the first of a new trend, they were different to anything the public of Canada had previously had the opportunity of seeing. To mention but only a few, we have handled the two Shakespearian pictures "Hamlet" and "Henry Vth", "The Red Shoes"; those incomparable situation comedies like "Tight Little Island", "Genevieve" and latterly "Doctor In The House". Possibly, two particular pictures we have released in the past year or so have created many new customers for this company. "The Kidnappers" with a Canadian background broke records for long runs and dollar takes that will be hard to surpass, and I would be remiss if I didn't mention the Technicolor triumph of the great event that took place on June 2nd, 1952—"A Queen Is Crowned".

"Now, what about the current and the future. All of our pictures are made, of course, for wide screen presentation and very shortly the

majority of our coming releases will be in VistaVision.

"In dealing with this company the exhibitor is not buying an unknown quantity, he knows when our salesman makes his presentation that the pictures he is contracting for are "actuals", the cast is set and the picture is before the cameras.

"We have been assured by England that there is no cut-backs on production, we will release our full compliment, as we have in the past (i.e. 20) and from the scripts that we have actually seen and read and by the casting that has been done, the exhibitors in Canada are again guaranteed a line-up of sure fire box-office hits.

"I would like to again draw to the attention of all exhibitors that we have a full Publicity Department operating here in our Head Office and all our sales representatives are showmanship conscious and at all times are ready to assist in passing on to you and helping you in the exploitation, over and above the usual press book suggestions, in putting these pictures across to your customers.

"The last ten years have been thrilling and encouraging, but with you the exhibitors support, plus natural box-office attractions, the future definitely looks brighter than it ever has in the past. We of JARO again say THANKS.—Frank Fisher, Vice-President and General Manager."

McQuay New JARO Wpg. Mgr.

Mr. Frank Fisher announced last Tuesday that Stew McQuay has been appointed JARO Branch Manager for Winnipeg, taking the place of Phil Geller who is resigning.

Frank Fisher stated, "that it has been a continual policy to promote

personnel from inside our company." McQuay started with JARO nine years ago as a shipper in the Calgary branch and during these years has become fully conversant with JARO product and is fully experienced in both 16 and 35 mm. sales.

Congratulations to

THE J. ARTHUR RANK FILM DIS

Thank you for giving us such won

CHILTERN HUNDREDS
THE KIDNAPPERS

• RED SHOES
• THE CRUEL SEA

• TIGHT LITTLE
• THE PURPLE

We are looking forward to even gre

THE ODEON THEATRE



J. ARTHUR RANK

"British films have an important part to play in the world today because British social and cultural values and background are worthy of export. We embody these values plus good entertainment in our films and we are proud that regularly and properly presented they are not only accepted, but welcomed and enjoyed throughout Canada.

"For their success we can claim some credit and this we are proud to share with all who have helped to make possible such substantial progress in so short a time."

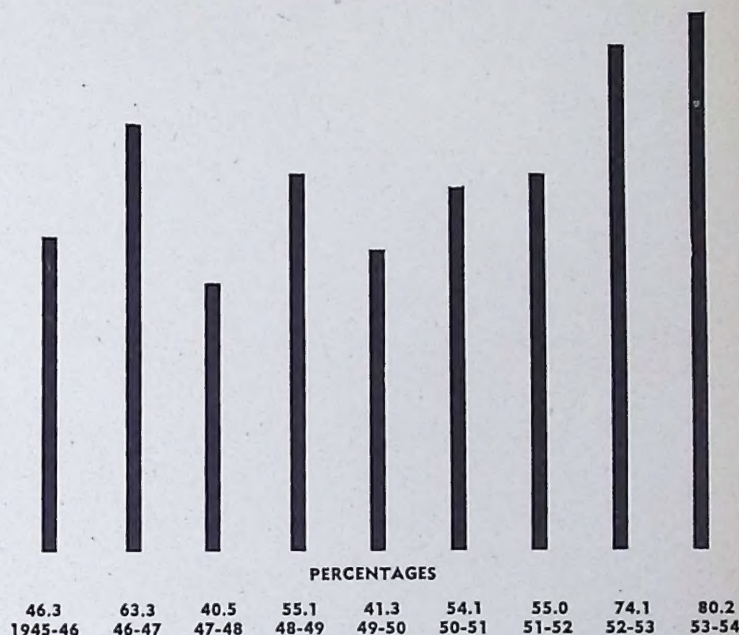


JOHN DAVIS

"It has always been a source of the greatest satisfaction to me that when the Rank Group began to develop as an international organization, our first overseas investment was made in Canada.

"Today, Canadian film-goers give a warm welcome to films from British studios. This is an achievement of which I am proud and it is a pleasure to acknowledge the support of many friends and colleagues in the Canadian film industry who have helped us to make this possible."

PERCENTAGE OF FIRST RUN POSSIBILITIES SHOWING JARO PRODUCT BY YEAR IN CANADA



STREDITORS [CANADA] LIMITED

on your 10th Anniversary!

derful boxoffice record-breakers as

ISLAND
PLAIN

•

THE BROWNING VERSION
DOCTOR IN THE HOUSE

•

A QUEEN IS CROWNED
TO PARIS WITH LOVE

ater success with your future product

S (CANADA) LIMITED

J. ARTHUR RANK ORGANIZATION

10th anniversary



chance meeting
the sea shall not have them
one good turn
technicolor mad about men
the night my number came up
re-release red shoes
eastman color nearer to heaven
the divided heart
technicolor to paris with love
the ship that died of shame

FILM DISTRIBUTORS (CANADA) LTD.

parade of hits!

as long as they're happy *eastman color*

out of the clouds *eastman color*

the purple plain *technicolor*

the beachcomber *technicolor*

simba *eastman color*

above us the waves

doctor at sea *technicolor, vistavision*

romeo and juliet *technicolor*

passage home

value for money *technicolor, vistavision*



Comedy, Drama, Action And Color Films Coming From Rank's Studios This Year States Vaughan

Over the last ten years, the J. Arthur Rank Organization have introduced to the movie going public of the world, such great names as James Mason, Jean Simmons, Audrey Hepburn, Stewart Granger, Deborah Kerr and Alec Guinness.

Great box-office films have been released, such as "Madonna of the Seven Moons," "The Wicked Lady," "The Seventh Veil," Oscar-winning "Hamlet," Oscar-winning "The Red Shoes," "Great Expectations," "Oliver Twist," "Genevieve," "The Cruel Sea," "The Malta Story," "The Kidnappers" and "Doctor In The House."

To quote from the London Times:

"It is now realized that when Rank was being denounced as a monopolist he was, in fact, giving producers and directors greater freedom of choice than they had ever known; when he was being decried as a profit-seeking capitalist he was, in fact, deliberately incurring losses on production which he knew would never be successful, but which he thought essential to the national interest. And we see now that his hope of winning a wide market for British films in the world was, in fact, a fine ideal and that it has succeeded. Not only did Rank, more than any other single man, keep British film production alive during the war, but now our films are reflecting the reputation built up by the productions mentioned above."

Frank Vaughan, general sales manager for JARO, when being interviewed by the Digest, stated that:

"Films which are and have been sold during this 10th Anniversary year are true entertainment, giving the theatre-goer comedy, drama, action and colour."

"Great books make great films. H. E. Bates' best selling novel, "The Purple Plain" starring Gregory Peck, in color by Technicolor is currently enjoying extended runs in both key and secondary key houses. Somerset Maugham's "The Beachcomber" (Technicolor) with Robert Newton and Glynis Johns; John Harris' "The Sea Shall Not Have Them" — the greatest sea story since "The Cruel Sea," starring Michael Redgrave, Dirk Bogarde, Nigel Patrick, Bonar Colleano and Anthony Steel; "The Ship That Died of Shame," by Nicholas Monsarrat—author of the "Cruel Sea," and the story of the midget submarines and human torpedoes that sank the "Tirpitz" called "Above Us The Waves," starring John Mills, Donald Sinden.

"Ealing Studios, whose films have never wavered in quality, bring Robert Donat back to the

screen in "Lease of Life," (Eastman Color), acclaimed as one of the finest family films of all time. "Chance Meeting" with beautiful Odile Versois and a young American actor, David Knight, was awarded the finest film from any source at last year's Edinburgh Festival.

"Truth is stranger than fiction and in 1952 Life Magazine ran an eight-page story on a small boy, who was part of the flotsam of war-ravaged Europe, when he found that he had two mothers. The judgement of Solomon, which the Allied High Commission had to decide is to which mother should he belong. This film, "The Divided Heart" will be sure to make box-office stars of Yvonne Mitchell and Cornell Borchers. The difficult role of the senior judge who has to decide the fate of the child, is taken by Canadian born Alexander Knox. Never has a film received such high praise from both trade and lay press.

"Out of the Clouds," starring Robert Beatty, Margo Lorenz and David Knight, a drama set and filmed in the great London Airport.

The Crown Prince of Comedy, Norman Wisdom, who has outgrossed every artist at the London Palladium returns in another great comedy, "One Good Turn." "Passage Home," with Anthony Steel, Peter Finch and introducing Diane Cilento, is the story of a merchantman crossing the Atlantic with a crew of 40 men and one unwelcome female passenger.

"The front page story of the Mau Mau terror in Kenya—"Simba"—starring Dirk Bogarde and Virginia McKenna. "The Night My Number Came Up" with Michael Redgrave and Sheila Sim, a true story by Air Marshal Goddard, which was serialized in the Saturday Evening Post and, finally, three great comedies. Alec Guinness in his first Technicolor film, "To Paris With Love," "As Long As They're Happy," with Jack Buchanan, NBC Television star Jean Carson and Jerry Wayne, the leading man from "Guys and Dolls"; and "Mr. Hulot's Holiday," which ran in New York for 30 weeks and appeared on every critics' "Ten Best" list for 1954. It received a two-page spread in Life Magazine under the heading "The year's funniest film." It has been said that when showing this film — There will not be a dry seat in the house. "The Little

World of Don Camillo" with the Great French Comedian Fernandel; Audrey Hepburn in "Monte Carlo Baby" and featuring Ray Ventura's orchestra; and the British film Academy Award winning "Wages of Fear" which is considered the greatest suspense film ever and the Oscar-winning film "Forbidden Games".

Mr. Vaughan concluded by stating that "every facility will be made available to help the exhibitor sell his film which, together with an increased national campaign will give a greater penetration and pre-selling of JARO's product. Every week for the next 52 weeks JARO will be advertising in Weekend Picture Magazine, The Star Weekly, each month in Liberty Magazine and every issue of Maclean's. JARO's Branch Managers: Graydon Matthews in Saint John, Bob Johnson in Montreal, Irving Stern in Toronto, Stew MacQuay in Winnipeg, Frank Scott in Calgary, Jack Reid in Vancouver and the JARO Head Office and Publicity Department are always anxious to be of service to the exhibitor, to help exploit and advertise our product, to make JARO's 10th Anniversary year our biggest year ever."

JARO's National Advertising On Long-Term Basis—A Success

According to a recent, independently-conducted national survey, 75% of the men and women interviewed recognized "The Man with the Gong" as the symbol of the J. Arthur Rank Organization. Since the device was introduced to Canada only a few short years ago, and since it is publicized in only two media — national advertising and film trailers — this "association" score is remarkably high.

Some of the credit for the performance must go to advertising, and specifically, to consistent advertising. The Rank Organization this year celebrating its 10th Anniversary, has advertised nationally throughout that period. In fact, JARO is the only firm distributing films in Canada to promote its products on a regular, national basis.

The Advertising Agency, which has been associated with JARO since its establishment in Canada is Spitzer and Mills Limited, Toronto, one of the country's top merchandising agencies. In an interview with the executive in charge of the account, the Digest learned that since it first appeared, national advertising was considered only in the light of the long term effect. Although the technique has changed

JARO's 10th Billings Drive In 12th Week

On the 21st of February last, Frank Fisher, General Manager and Vice-President of J. Arthur Rank Film Distributors (Canada) Ltd. launched the 10th Anniversary Billings Drive. All employees were spurred into an increased effort by the statement made late in 1954 by Mr. Rank, who said:

"That the remittances to London (from Canada) have been the highest since we went into that market."

In the space of ten short years, J. Arthur Rank has built his organization from scratch into one of the major film distributors of Canada and is now supplying over 80 per cent of the first-run possibilities in this country.

1954 was the greatest year in the history of the organization, both in this country and throughout the world and, under the leadership of Frank H. Fisher and Frank L. Vaughan, the progress made in 1954 will be increased throughout 1955.

The Drive itself, now in its twelfth week, is showing up as the most successful in the history of the company and is proving that the trade mark "the man with a gong" is now a 'must' on the screens of Canada.

from time to time, the same policy holds true today. Constant Starch Readership and other studies are made of contemporary advertisements, and scores, over the years have been high.

Currently J. Arthur Rank advertisements are scheduled regularly in mass circulation media including Liberty and Maclean's Magazines, as well as the rotogravure sections of Weekend Magazine and Star Weekly. A change in the format of the advertisements and a positional move to the color comic sections of the two week-end papers are expected to increase readership.

In the opinion of the Agency, JARO successes in Canada is based not on one but a combination of factors. 1) Good product with steadily growing public acceptance; 2) country-wide distribution; 3) soundly planned exploitation and promotion; 4) attention - getting local advertising, and 5) institutional advertising on a consistent long-term basis.

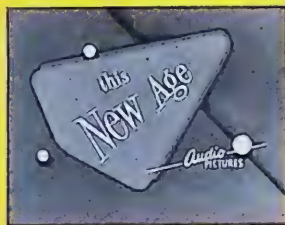
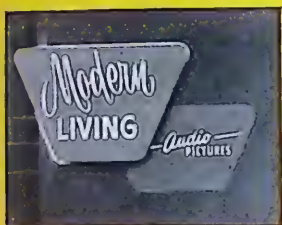


Introducing

an important advance in
motion picture advertising

NOW

All service to Audio theatre
partners "packaged" in short
entertainment reels



and other intriguing titles

Today

New products
and
new services
are
created.

Your patrons wish
to
see and know.

You
can
show
them
entertainingly

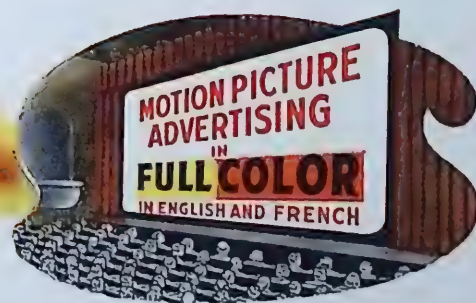
and enjoy
important
added
income

Audio

PICTURES LTD.

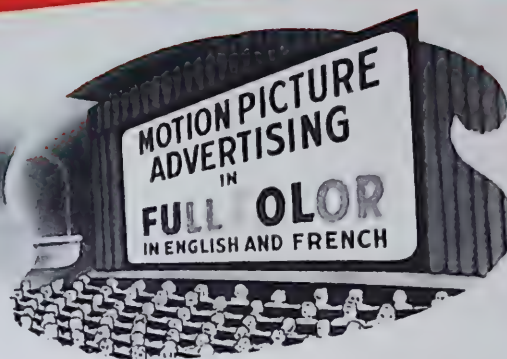
310 LAKESHORE ROAD TORONTO 14, CANADA
TELEPHONE: CLIFFORD 1-5211
CABLES: FILMLAB, TORONTO

DIVISION OF CANADIAN FILM INDUSTRIES



Audio PICTURES LTD.

310 LAKESHORE ROAD
TORONTO 14, CANADA



TELEPHONE: CLIFFORD 1-5211
CABLES: FILMLAB. TORONTO

May 7th, 1955

A REPORT TO OUR THEATRE PARTNERS AND EXHIBITORS

In completing eight months of reorganization, I have to thank most sincerely the many friends from years back for their patience and understanding.

Our partnership - of your screens - and our playlets, inserts, trailers and special productions; our storage, assembling, shipping, receiving and disassembling; selling, collecting and paying you, is altogether a most complex one. It is tougher than you think, yet in eight months we have:

Embarked on a huge advertising campaign in "Marketing," "Canadian Advertising," "Advertising Age" and "The Financial Post."

Installed one of the most complete direct-mail equipments in Canada.

Doubled our sales force - and it's still growing; to the point that what is now the largest and best trained in the field will become even bigger.

We now have the largest and most comprehensive library in the world.

Our facilities now include THREE THEATRES for screenings for clients and advertising agencies.

Audio is the only member in Canada of the International Society of Screen Advertisers, providing contact with clients in practically every country in the world many of whom are planning entry into the Canadian market assisted by motion picture advertising.

You can confidentially expect your dividends from screen advertising to increase henceforth.

These pages show you something of our story. I hope our association will be a long and prosperous one.

Sincerely yours,
AUDIO PICTURES LIMITED.

D. Copley
Managing Director.

DIVISION OF - CANADIAN FILM INDUSTRIES CO. LIMITED

THE *Hollywood* REPORTER

Vol. CXXXIII, No. 31

Hollywood, Calif., Wednesday, March 2, 1955

Price 10 Cents

16,000 THEATRES SHOWING ADS



• OUR VOICE on this matter is a couple of weeks late due to a hospital stay of that length.

All the beefs and howls resulting from the Academy Awards Nominations pickup

Sale of Screen Plugs Nets Exhibs \$10,000,000 a Year

New York.—Theatre advertising is shown on the screens of about 16,000 U. S. movie houses, and returns a net of about \$10,000,000 annually to these exhibitors, it was disclosed yesterday at a press luncheon held under auspices of the Assn. of Theatre Screen Advertising Companies. About 90 percent of the return goes to about 10,000 theatres, it was pointed out.

COMPO Group ts Tomorrow nce Plan

Only 10 percent of the audience ob-

Marilyn Monroe to Sing At 'Eden' Premiere Party

New York.—Marilyn Monroe will appear in person to sing "Diamonds Are a Girl's Best Friend" at the after-theatre supper show at the Sheraton Astor Roof following the Astor Theatre benefit world premiere of Warner's "East of Eden" on March 9.

Broidy Col

MOTION PICTURE ADVERTISING

has put back
\$100,000,000.00 in property values
that television cost exhibitors

MOTION PICTURE ADVERTISING

can bring back
what television has taken
from you

MOTION PICTURE ADVERTISING

creates a closer relationship
between exhibitors and
merchants

MOTION PICTURE ADVERTISING

provides more profit per
minute running time than
the show itself

MOTION PICTURE ADVERTISING

is extra revenue without any
extra expense or investment

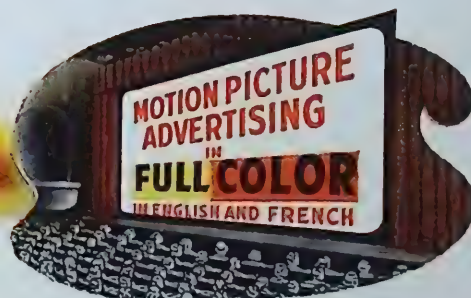
AUDIO THEATRE PARTNERS NOW NUMBER MORE THAN 900 IN CANADA

Audio
PICTURES LTD.

310 LAKESHORE ROAD
TORONTO 14, CANADA

TELEPHONE: CLIFFORD 1-5211
CABLES: FILMLAB, TORONTO

DIVISION OF CANADIAN FILM INDUSTRIES





On the left, the Norman Wisdom starrer, "One Good Turn". Center, Alec Guinness and Odile Versois in a scene from the Technicolor comedy "To Paris With Love."

A scene from "The Divided Heart."



Diana Dors seems happy in Jack Buchanan's lap in a scene from "As Long As They're Happy," produced in Eastman color.



Above, a scene from the love story starring David Knight and Margo Lorenz titled "Out of the Clouds." Below, "Above Us The Waves" starring John Mills and Donald Sinden.



Below and on the left a scene from "Passage Home". On the right a scene from "Simba" in Eastman Color.



JARO's GONG BUSTERS



FRANK SCOTT
JARO Branch Manager, Calgary



JACK REID
JARO Branch Manager, Vancouver



IRVING STERN
JARO Branch Manager, Toronto



GRAYDON MATTHEWS
JARO Branch Manager, St. John



BOB JOHNSON
JARO Branch Manager, Montreal

"Foto-Nite" Test Case In Saskatoon

A preliminary hearing in the case of officials of local motion picture theatres who are charged under the Criminal Code with conducting a game of chance in connection with a feature advertised as "Foto-Nite" is scheduled to begin in Saskatoon city court about May 16.

Andy Anderson, city prosecutor, last Friday read the charges of "conducting a scheme or operation for the purpose of determining who were the winners of property or money proposed to be given away by a mode of chance" against William Russell, supervisor of Odeon-Morton Theatres, Saskatoon, and N. Resky and V. Pasternick, managers of the Broadway and Victory Theatres, respectively.

The case was adjourned without plea for a week when it was expected Hal Rees, QC, crown prosecutor, could arrange a definite date for the hearing.

Mr. Anderson said the defendants were retaining counsel from outside the province.

"Foto-Nite" is sponsored by Sterling Films.

Continued
Success

JARO



Cardinal Films Limited

277 VICTORIA
TORONTO

Congratulations to

J. Arthur Rank Film Distributors [Canada] Ltd.

FOR 10 SUCCESSFUL YEARS IN THE
CANADIAN MOTION PICTURE FIELD.

During this period the laboratories of Associated Screen News Ltd. have served the J. Arthur Rank Organization in Canada.

Shortly we will be printing and processing Eastman Color prints of JARO feature productions for Canadian distribution.

Our color processing machine will be the first and largest to be installed in Canada and will be in operation by July 1, 1955.

ASSOCIATED SCREEN NEWS LTD.

2000 Northcliffe Ave., Montreal
108 Peter Street, Toronto

Chatter... That Could Matter!

By MAX CHIC

Guy Upjohn who recently returned from a 3-month stay in England, will make a similar study of the overall operation of Odeon Theatres here, as he did in England... following this he will work with Ted Forsyth, Odeon assistant general manager... Chris Salmon, Odeon Vice-president, back at his desk from a 3-week stay in his old hunting grounds, reports that Kenneth Winckles, will arrive in Canada shortly and tour our country for the first time.

Arthur Silverstone and Peter Myers back from their Western tour met with 20th-Fox branch managers, Jerry Chernoff, Montreal and Reg March, Saint John in Toronto last week end... Al Harshorn still in the Hamilton Sanatorium has undergone surgery but according to Dan Krendel is doing well... Drop Al a card; we are sure he will welcome it... the ever-zealous Charlie Cashman of Photo Engravers helped create a boner by touching up and out, the two WOMPI gals listed under the cut of J. J. Fitzgibbons in last week's Digest.

Tommy (our favorite) Knight, JARO advertising head has a new baby girl, 8 lbs, 10 ounces to greet him at home... the interview with Frank LeGrande, Paramount authority on VistaVision will be carried next week along with other special material on the first Horizontal VistaVision presentation at the Imperial, Toronto, May 20... Nicky Langston, will leave the Capitol, Hamilton and join the Biltmore operation here in Toronto, starting next Monday... one of the top showman, Nicky will manage the Biltmore and Savoy theatres.

The opening gun of the 1955 Baseball season was fired last Sunday, with a crowd of over 300 filmites on hand... the first game saw the Theatre Confections team clobber the Distributor's team by a score of 9 to 2... regular games will continue for the balance of the summer months.

Although not confirmed, we understand that Phil Geller will become 20th-Fox's new Winnipeg Branch Manager... Chet Friedman, MGM's popular publicist on the mend in Montreal General Hospital... the whole Industry is pulling for his fast recovery.

Across the Country

(Continued from Page 3)

be divided into three groups. This was stressed and addressed especially to theatre managers. The Chairman said the aim of the Committee is to have more films suitable for children shown Saturday afternoon between 1 and 5 o'clock. The Chairman said the aim of the Committee is to mend and select suitable films, not censor them. A report was read from executive members who met with the Board of Censors on this question. Members said the Board agreed in principle with the proposals but was powerless to change the standards at the present time.

Ottawa

Bob Maynard's Francais Theatre is showing DeMille's Samson and Delilah to terrific matinee and evening business. What makes this unusual for a picture that has played around for some years is that the production is showing for the first time here in French.

Manager Jimmy Chalmers of the Odeon Theatre, did so well with A Man Called Peter for two weeks that arrangements were completed to continue the run at the Nelson Theatre in Lowertown. Jimmy had to make way for Paris with Love and his current attraction East of Eden.

Vancouver

Pete Barnes who operates three Vancouver area theatres is building the "Pow-Wow" Drive-In at Oreville, Washington. It's near the Canadian border in the Okanagan fruit area and should get Canadian trade on Sundays. The ozoner will be constructed at a cost of \$150,000 and will be geared for 500 cars. It will be equipped for CinemaScope.

Frank Martineau, local artist, is doing some outstanding lobby displays at the Studio Theatre, which are crowd-stoppers.



Trans-Canada



USE THIS INFORMATION AS YOUR GUIDE ON RELEASE DATES

TORONTO

IMPERIAL
Battle Cry (WB) C'Scope & WarnerColor with Van Heflin & Aldo Ray.

SHEA'S
5th wk. The Country Girl (Para.) with Bing Crosby and Grace Kelly.

UNIVERSITY & EGLINTON
3rd wk. East of Eden (WB) C'Scope & WarnerColor with James Dean.

LOEW'S
2nd wk. The Glass Slipper (MGM) Color with Leslie Caron & Michael Wilding.

UPTOWN
Bedevilled (MGM) C'Scope & Color with Anne Baxter & Steve Forrest.

ODEON & FAIRLAWN
4th wk. A Man Called Peter (20th-Fox) C'Scope & DeLuxe Color with Richard Todd.

HYLAND & CHRISTIE
4th wk. To Paris with Love (JARO) Tech. with Alec Guinness.

DOWNTOWN
Private Hell 36 (Alliance) & New Orleans Uncensored (Col.).

MONTREAL

CAPITOL
Man Without a Star (E-U) Tech. with Kirk Douglas and Jeanne Crain.

LOEW'S
5th wk. The Country Girl (Para.) with Bing Crosby and Grace Kelly.

PALACE
The Silver Chalice (WB) C'Scope & WarnerColor with Virginia Mayo.

PRINCESS
Seven Angry Men (AA) with Raymond Massey & Debra Paget.

AVENUE
4th wk. Chance Meeting (JARO) with Odile Versols & David Knight.

KENT
Gate of Hell (IFD).

STRAND
2nd wk. 6 Bridges to Cross (E-U) with Tony Curtis & Julie Adams.

WINNIPEG

CAPITOL
2nd wk. Battle Cry (WB) C'Scope & WarnerColor with Van Heflin.

MET
Many Rivers to Cross (MGM) C'Scope & Color with Robert Taylor.

ODEON
4th wk. A Man Called Peter (20th-Fox) C'Scope and DeLuxe Color with Richard Todd.

GARRICK
Three For the Show (Col.) Tech. with Betty Grable.

OSBORNE CINEMA
For Better For Worse (JARO) with Dirk Bogarde.

VANCOUVER

CAPITOL
Jupiter's Darling (MGM) C'Scope & Color with Esther Williams & Howard Keel.

VOGUE
2nd wk. A Man Called Peter (20th-Fox) C'Scope and DeLuxe Color with Richard Todd.

ORPHEUM
Mambo (Para.) with Silvana Mangano & Michael Rennie.

STRAND
The Americano (RKO) Tech. with Glenn Ford & Frank Lovejoy.

STUDIO
Mr. Huot's Holiday (JARO) with Jacques Tati.

ST. JOHN

PARAMOUNT
Mambo (Para.) with Silvana Mangano & Michael Rennie.

CAPITOL
The Racers (20th-Fox) C'Scope & DeLuxe Color with Kirk Douglas & Bella Darvi.

STRAND
Three for the Show (Col.) Tech. with Betty Grable & Marge and Gower Champion.



PA tour for Rosalind Russell for special exploitation of her new VistaVision musical for Paramount titled "The Girl Rush." Edward G. Robinson celebrates his diamond jubilee role in films with Warner's "The Darkest Hour."

Alec Guinness and Claire Bloom are teamed for the first time when they will co-star in the George Bernard Shaw classic, "Arms and the Man," to be produced by Korda and released by Columbia.

The island of Malta chosen for gala world premiere of JARO's "Above Us The Waves." Kirk Douglas announces that his first film, "The Indian Fighter," for release by UA will be filmed in C'Scope & Color.

"Love Is A Many Splendored Thing," final title for 20th-Fox's C'Scope production with cast headed by William Holden and Jennifer Jones. Ann Sheridan signed by Republic for femme lead opposite Steve Cochran in "Come Next Spring," scheduled for early May filming.

MGM has added two more pictures to their production schedule, both based on novels, Ava Gardner set to topcast in Somerset Maugham's "The Painted Veil;" "Prisoner of Paradise," story of medical rackets stars Glenn Ford.

Panamint Pictures will use the Superscope treatment for its first two features for RKO release, "Flight From Bengazi" & "High Destiny." Virginia Brissac returns to the Warner lot to play James Dean's grandmother in "Rebel Without A Cause."

BEST WISHES
ON YOUR
10th ANNIVERSARY
JARO
J. Arthur Rank Organization



SUPERIOR PRESS
182 SPADINA • S. SIMON



CONGRATULATIONS
to



J. Arthur Rank Organization
on its
10th
Successful Year

ODEON - BARRON
THEATRE LTD.
J. B. BARRON

*Congratulations from
the Maritimes*

to

J. ARTHUR RANK
FILM DISTRIBUTORS (CANADA) LIMITED

ON THE OCCASION OF THEIR
10th Anniversary

ODEON-GARSON THEATRES LTD.
A. I. GARSON

WE EXTEND CONGRATULATIONS TO

**J. ARTHUR RANK
ORGANIZATION**

UPON THEIR 10th ANNIVERSARY
IN CANADA

•
**PHOTO ENGRAVERS AND
ELECTROTYPERS LIMITED**

London Montreal Toronto Ottawa Windsor

CONGRATULATIONS!

WE ARE PROUD TO ENJOY
THE PRIVILEGE OF A PLEAS-
ANT AND PROFITABLE AS-
SOCIATION SINCE YOUR
ARRIVAL IN CANADA.

•

Odeon-Morton Theatres

— OPERATING —

Winnipeg

ODEON
GARRICK
BEACON

Saskatoon

TIVOLI
BROADWAY
VICTORY

Harry W. Hurwitz
General Manager